

Potrero

Overview

Potrero's commercial uses, located along Highway 94, are primarily supported by the traveling public. The community determined that it would like to create opportunities for tourist-related businesses, and requested that additional commercial land be designated to accommodate a future village. Rather than increase commercial uses along a busy highway, staff and the planning group worked together to migrate the commercial uses, adding commercial designations to Potrero Valley Road. The community also elected to designate existing and proposed commercial land as Rural Commercial to allow greater flexibility for land-owners.

Key Issues

- Validity of floodplain along Highway 94 at Potrero Valley Road is being challenged by the community
- Concerned about safety at intersection of Highway 94 and S-188, requesting signalized intersection in conjunction with Herzog request

Planning Group Direction

- Migrate future village along Potrero Valley Road from Highway 94
- Supports Herzog request for commercial designation on property

**Additional Staff Analysis/
Recommendations**

Staff conditionally supports Planning Group direction for commercial designation along Potrero Valley Road pending a Hec-2 study to re-map floodplain along Highway 94.

**Planning Commission
Recommendation**

The Planning Commission concurs with staff's recommendation.

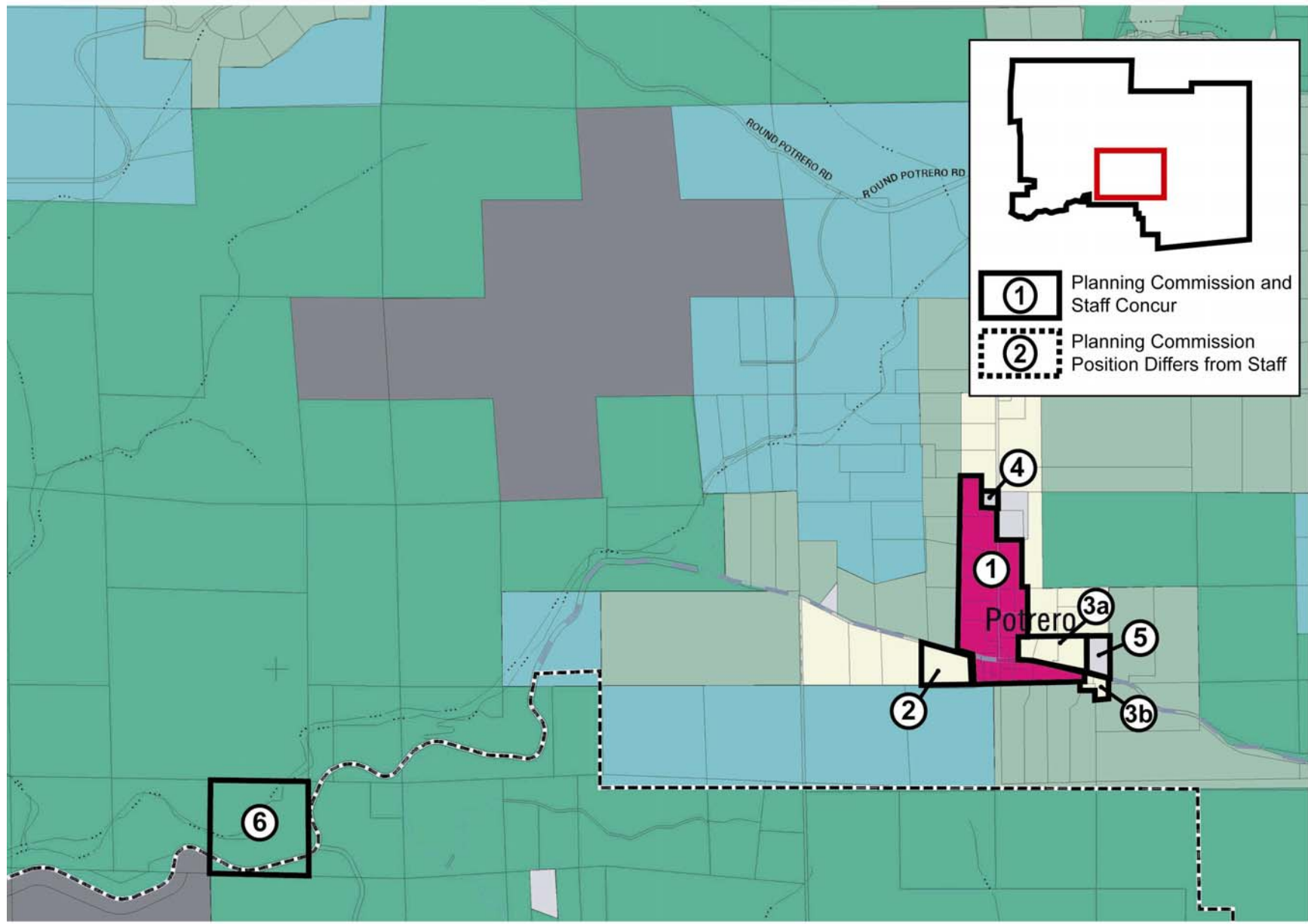
ERA Needs Analysis
(all numbers in gross acres)

	<i>Projected Demand</i>	<i>Existing General Plan</i>	<i>Surplus/ (Deficit)</i>	<i>Proposed General Plan</i>	<i>Surplus/ (Deficit)</i>
Commercial	5	17	12	50	45
Industrial ¹	25	254	229	359	334
Office ¹	9	2	(7)	0	(9)

¹Industrial and Office numbers are for the entire Mountain Empire subregion.

Note: All numbers are rounded to the nearest whole number.

Source: Economics Research Associates, County of San Diego

Potrero (portion of)

#	Proposed Land Use			Existing Conditions	Rationale for Staff Recommendation
	Staff / Planning Commission	CPG/CSG	Owner		
1	<p>Staff (C-4) Rural Commercial</p> <p>Planning Commission Concur with staff</p>	(C-4) Rural Commercial	No recommendation submitted	<p><i>Total Area:</i> Approx. 50 acres</p> <p><i>Current Use:</i> Undeveloped, Residential</p> <p><i>Existing GP:</i> (18) Multiple Rural Use</p>	<ul style="list-style-type: none"> Community desire to migrate future village from Highway 94 to Potrero Valley Road Commercial uses proposed as Rural Commercial Consistent with Community Development Model Staff supports Planning Group recommendation
2	<p>Staff (SR-4) Semi-Rural Residential</p> <p>Planning Commission Concur with staff</p>	(C-4) Rural Commercial	No recommendation submitted	<p><i>Total Area:</i> 7.95 acres</p> <p><i>Current Use:</i> Undeveloped</p> <p><i>Existing GP:</i> (18) Multiple Rural Use</p>	<ul style="list-style-type: none"> Commercial demand already exceeded to accommodate future village Desire to migrate commercial uses away from Highway 94 Consistent with Community Development Model
3 a-b	<p>Staff (SR-4) Semi-Rural Residential</p> <p>Planning Commission Concur with staff</p>	(SR-4) Semi-Rural Residential	No recommendation submitted	<p><i>Total Area:</i> 10.15 acres</p> <p><i>Current Use:</i> Post Office, Park & Ride, Residential</p> <p><i>Existing GP:</i> (13) General Commercial</p>	<ul style="list-style-type: none"> Community desire to migrate future village from Highway 94 to Potrero Valley Road Uses are consistent with proposed Semi-Rural designation Consistent with Community Development Model Staff supports Planning Group recommendation

#	Proposed Land Use			Existing Conditions	Rationale for Staff Recommendation
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4	<p><u>Staff</u> (PF) Public/ Semi-Public Facilities</p> <p><u>Planning Commission</u> Concur with staff</p>	(PF) Public/Semi- Public Facilities	No recommendation submitted	<p><i>Total Area:</i> 0.92 acres</p> <p><i>Current Use:</i> Cemetery</p> <p><i>Existing GP:</i> (18) Multiple Rural Use</p>	<ul style="list-style-type: none"> • Recognizes existing use • Consistent with public designations used throughout County • Staff supports Planning Group recommendation
5	<p><u>Staff</u> (PF) Public/ Semi-Public Facilities</p> <p><u>Planning Commission</u> Concur with staff</p>	(PF) Public/Semi- Public Facilities	No recommendation submitted	<p><i>Total Area:</i> 3.6 acres</p> <p><i>Current Use:</i> CDF (Fire Station)</p> <p><i>Existing GP:</i> (13) General Commercial</p>	<ul style="list-style-type: none"> • Recognizes existing use • Consistent with public designations used throughout County • Staff supports Planning Group recommendation
6	<p><u>Staff</u> (RL-40) Rural Lands</p> <p><u>Planning Commission</u> Concur with staff</p>	(C-4) Rural Commercial	(C-4) Rural Commercial (Herzog)	<p><i>Total Area:</i> 36.65 acres</p> <p><i>Current Use:</i> Undeveloped</p> <p><i>Existing GP:</i> (18) Multiple Rural Use</p>	<ul style="list-style-type: none"> • Site is severely topographically and environmentally constrained (wetland and floodplain, slopes >25%) • Line of site issues on curved portion of Highway 94 entering / exiting proposed site • Creates isolated commercial designation located outside village core area